Talent Works international

hello

Talented People

THE **MULTI-GENERATIONAL** WORKPLACE.

TWIGENUP.COM

GEN UP.

The Multi-Generational Workplace

Mixing and managing four generations of employees:

- Work-life expectancy is increasing
- Four different generations working side by side in the workplace today
- In less than 20 years there'll be five generations working side by side

The Four Generations

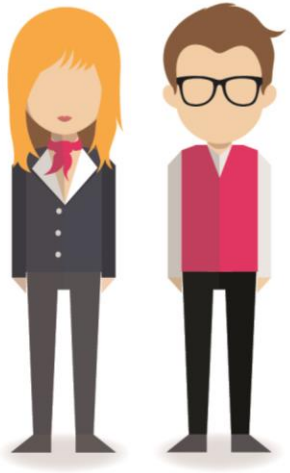
Our Focus is on:

1946 - 1965

Baby Boomers

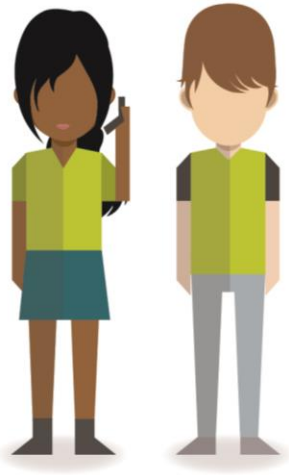
1966 - 1981

Gen X



1982 - 1994

Gen Y



1995 - 2009

Gen Z

The Four Generations

Baby Boomers →
Born during the post–World War II baby boom.
They lived through the years of opportunity and optimism, with growing financial freedom and accessible long-distance travel becoming available.

Generation X →
Born from the early 1960s to the early 1980s.
Grew up in the age of emerging technology and independence, this generation created some of most influential websites of today, including Google, YouTube, and Amazon.

Generation Y →
Born from the 1980s to the early 2000s.
Generation Y have had access to growing technology such as internet and video games so they are optimal for computer based occupations.

Generation Z →
Born from the late 1990s through the 2000s.
A significant aspect is its widespread usage of the internet from a young age. Typically thought of as being comfortable with technology, and interacting on social media websites accounts for a significant portion of their socializing.

Baby Boomers in the UK

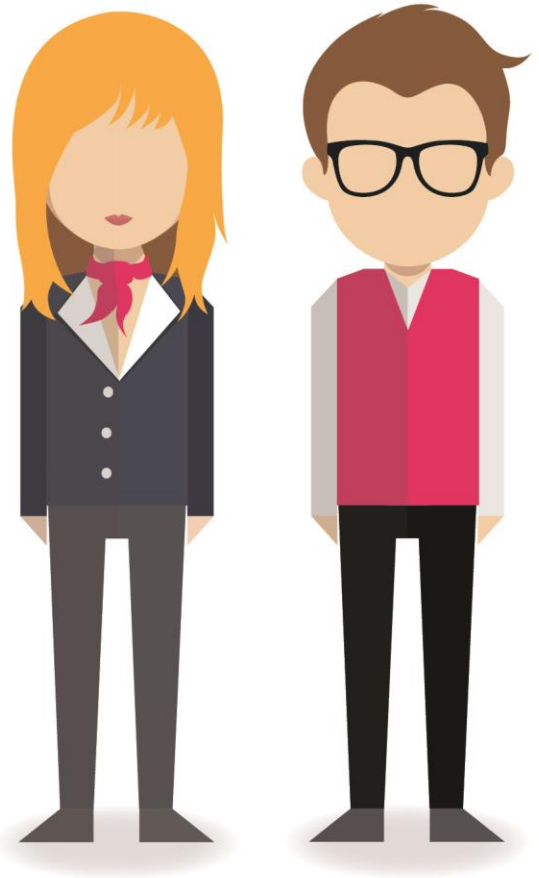
- Born between 1946 and 1965
- Coming of age between 1964 and 1983
- Age in 2016: 51-70 years
- “committed, hard working and career focused” (U Cardiff)
- Work ethic: “dedication, loyalty and a willingness to stay in the same job for a long time”
- 28% of them have no private pension wealth at all
- 18.1% of them smoke

Generation X in the UK

- Born between 1966 and 1981
- Coming of age between 1984 and 1999
- Age in 2016: 35-50 years
- "latch-key kids (often left alone at home because both parents were working) – which explains their independent, resourceful and adaptable approach to work" (U Cardiff)
- Work ethic: "entrepreneurial spirit, a do-it-yourself attitude and, in contrast to the generations before them, embrace change in the workplace"
- 20.4% of them smoke

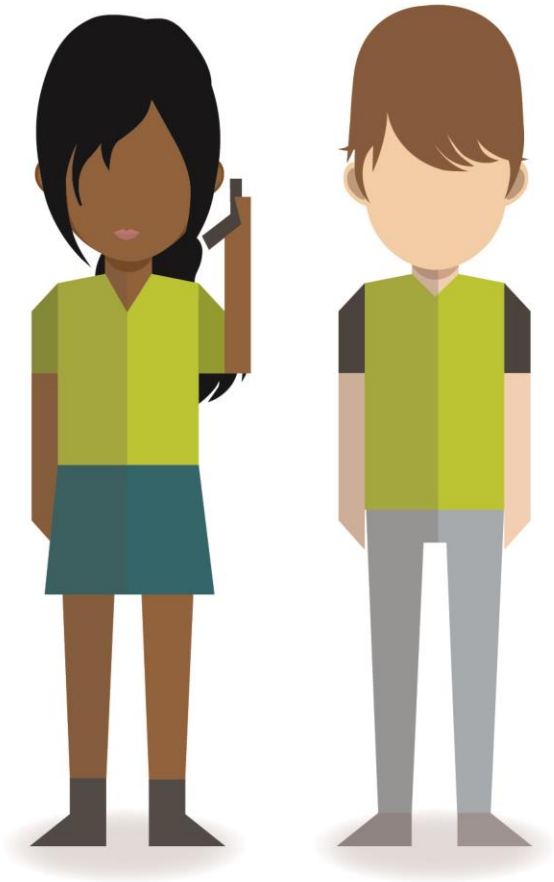
Generation Y in the UK

- Born between 1982 and 1994
- Coming of age between 2000 and 2012
- Age in 2016: 22-34 years
- “technological whiz kids” (U Cardiff)
- Work ethic: “excellent multi-taskers […] they are impatient and require instant gratification as they have always had all the information they need at their fingertips via the internet”
- “smart, creative, productive and achievement-oriented’
- 23.3% of them smoke



Generation Z in the UK

- Born between 1995 and 2009
- Coming of age between 2013 and 2027
- Age in 2016: 6-21 years



Workplace generational interaction little understood

- What unites them?
- What divides them?
- How employers can communicate, train and retain each generation?
- How should each generation be managed in a way that drives performance, innovation and teamwork?
- Are their different learning styles being accommodated?
- Do the generations feel they have a voice?
- How employers can unlock the potential of each generation?

A unique programme of research

- It’s critical that the gap in understanding the multi-generational workplace is plugged
- An original TWI research programme will provide employers with a unique understanding of the workplace generational differences
- It will position TWI as the sector’s go-to agency for cross-generational insight

What we'll discover

- How an ageing workforce is disrupting the workplace with new challenges
- The expectations and priorities that unite and divide each generation
- How employers' expectations and priorities compare and contrast with those of each generation
- The opportunities and challenges created by having four generations working side by side

- Specific challenges for management
- How to minimise inter-generational conflict
- How to unlock each generation's potential
- How to attract and keep tomorrow's employees – Generation Alpha

Scope

We'll learn how each generation views:

- The ideal employer
- The ideal employee
- The ideal work environment
- The ideal workplace culture
- The ideal onboarding programme

We'll compare and contrast their expectations regarding:

- What it means to care for staff
- Training and development
- Recognition
- Communication
- Their career aspirations
- Their work ethic
- How job hunters from each generation use information sources and what influences them

Scope

Older workers will be questioned to find out:

- As participation in workplace training nosedives once workers hit their mid-50s, we'll ask how training opportunities can be made more attractive for older workers
- We'll discover why growing numbers of staff are taking early retirement
- We'll learn how to persuade them to remain in or return to the workplace

Scope

What Research Tools will we use?

Filmed day-in-the-life sessions

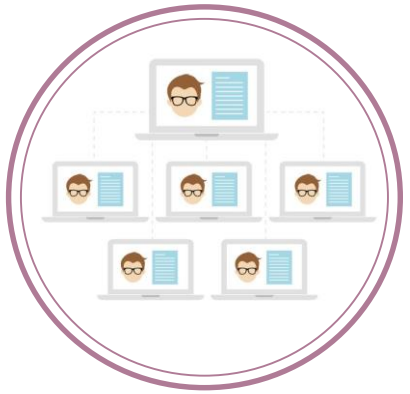
Online surveys

Interviews

A range of powerful outputs

Conference and Networking Events

Microsite

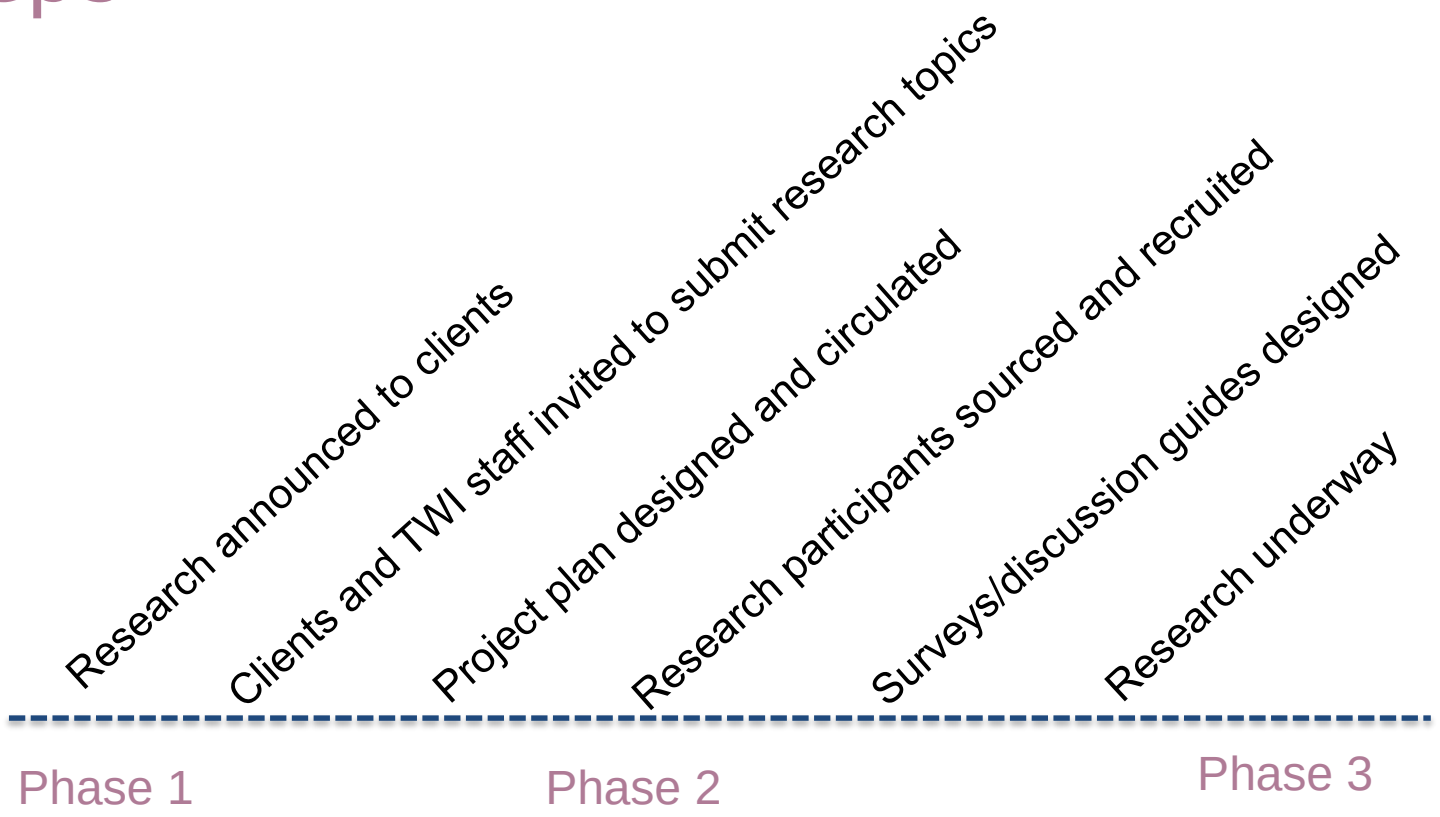


Webinars

Vlog and Blog

Twitter

Next steps


Research announced to clients
Clients and TWI staff invited to submit research topics
Project plan designed and circulated
Research participants sourced and recruited
Surveys/discussion guides designed
Research underway
Phase 1
Phase 2
Phase 3

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